

Phone Bank

Step-by-Step Phone Bank Guide

Overview

Through the phone banks we are targeting voters for persuasion and turnout. The numbers on our list are almost all voters who have inconsistent voting records, meaning they don't always vote. Follow the instructions below to help ensure a successful phonebank. Have fun!

Before Your Phonebank

- Print call sheets such that:
 - Calls lists are printed using the correct script and report format.
 - Call sheets are sorted by phone number and then name.
 - If making calls during the day, you may want to restrict down to voters 55 years or older.
- Pre-assemble call packets, making sure that:
 - Both Scripts, talking points and anything else necessary are attached to the call sheets.
 - Packet size is appropriate for the length of the phone bank shift. We expect a volunteer to make 25 calls/hr, a paid caller should be making closer to 30.
- Make sure that confirmation calls are taken care of the night before, only leaving messages when it is getting to late to call the volunteers.

At Your Phonebank

- Have each caller sign in, marking down the time they come in when they arrive. We will use this later to check payroll.
- Train your volunteers each time they participate in a phone bank.
- Prepare the callers
 - Make sure callers know these are not calls to known supporters, and thus they will be talking to independent voters and infrequent voters.
 - As always, callers should make the language their own, but should give special focus to the key script points and should know we are testing the effectiveness of each script.
 - Make sure that people know the best way to convince someone else is trying to have the voter identify with the volunteer.
- Make sure that volunteers put their names on the top of each completed call packet. Also, have all callers tally the number of calls attempted.
- Before volunteers leave, be sure to thank them for their time and let them know that they made a difference already. If they are paid, they should also sign-out, marking the time they are done.
- Also, make sure to sign them up for at least one of our next events

After Your Phonebank

- Check through your data. And collect any names of potential volunteers.
- Enter the data ASAP